

# Creative**Services**

U.S. Government Printing Office | [creativeservices@gpo.gov](mailto:creativeservices@gpo.gov)





## GPO CREATIVE SERVICES

### partial client list

Architect of the Capitol  
Botanic Garden  
Commodity Futures Trading Commission  
Commission on Fine Arts  
Congressional Budget Office  
Department of the Air Force  
Department of the Army  
Department of Commerce  
Department of Education  
Department of Homeland Security  
Department of the Interior  
Department of Justice  
Department of the Navy  
Department of State  
Environmental Protection Agency  
Equal Employment Opportunity Commission  
Executive Office of the President  
Export-Import Bank of the United States  
Federal Emergency Management Agency  
Federal Energy Regulatory Commission  
Government of the District of Columbia  
Health and Human Services  
Inter-American Foundation  
Interstate Commerce Commission  
Library of Congress  
National Archives & Records Administration  
National Defense University  
National Mediation Board  
Occupational Safety & Health Review Commission  
Office of Independent Counsel  
Office of Personnel Management  
Patent and Trademark Office  
Small Business Administration  
Social Security Administration  
Supreme Court  
U.S. Commission on Civil Rights  
U.S. Commission on International Religious Freedom  
U.S. Department of Agriculture  
U.S. Department of the Interior  
U.S. Department of Labor  
U.S. Holocaust Memorial Museum  
U.S. House of Representatives  
U.S. Marine Corps  
U.S. Senate  
Veterans Affairs

**GPO Creative Services (CS)** provides graphic design services for Congress, the White House, and all Federal agencies. Our experienced staff of print, Web and multimedia designers, photographers, illustrators and printing specialists will **listen, consult, guide** and **customize your message**. The CS studio works with the latest technology, and projects are created for your audience, budget, and schedule guidelines. Review our portfolio at [www.gpo.gov/creativeservices/portfolio.htm](http://www.gpo.gov/creativeservices/portfolio.htm), then contact us at **202.512.2012** or **creativeservices@gpo.gov**.



## U.S. Government Printing Office

The 2005 annual report focused on the accomplishments of employees who are leading change through innovation, new technologies and customer service. A CD containing a video, a multimedia version of the report and financial reports was attached to the inside back cover.



## Export-Import Bank of the United States

Photoshop collages showcasing member success stories create an original annual report. Quotes, mission statements, and informal portrait photos personalize each company. A die-cut on the cover creates a window into the report and the use of gloss and dull varnishes add to the dimensional quality.



## Export-Import Bank of the United States

Images suggesting a passport were used to illustrate the bank's presence in the global marketplace. Photographic illustrations were created suggesting passport pages and used as a vehicle to highlight customer businesses.



## U.S. Citizenship and Immigration Services (USCIS)

Images of national monuments with real-life stories of naturalized U.S. citizens support the USCIS mission and story. The report was designed to follow DHS identity standards.





## U.S. Congress

This large format, 500 page book is a beautiful combination of scholarship, art, and elegant typography. The numerous historical drawings and photographs guide the reader through the creation of this most significant government building.



## U.S. Senate

Images of the collection are the critical element in this publication. Classic fonts support the historical nature of the content and sections are delineated through font sizes and color.





## U.S. Senate

A special art and history book highlights the U.S. Senate's collection of graphic arts, including political cartoons, illustrations of buildings, and historical events.



CHAPTER I  
FORMATIVE YEARS  
OF THE SENATE  
1787-1800

June 7, 1787  
State Houses Will Elect Senators

**W**ho should elect United States senators? When the framers of the Constitution convened in Philadelphia in 1787, they struggled over three possible answers to the question.

Under one plan, each state legislature would send a list of candidates to the U.S. House of Representatives so that the House could make the selection.



State delegates meet in Philadelphia during the last session of the Continental Congress in 1787.

In this second plan, each state legislature would send a list of candidates to the House, appointing James Madison's advice that the best way to proceed against the wishes of some branches of government was to balance the ambitions of one branch against those of a corresponding branch. Madison and the committee writing the original had in mind a system in which the Senate kept an eye on the House, while the House watched the Senate.

Or perhaps the people could elect their own senators. This had their disadvantage, as far as any doubts and those with concerned interests were concerned, of leaving the nation's large agricultural population. Connecticut's Roger Sherman opposed against direct election. "The people should have a link to do as may be done the government. They lack information and are commonly false to be misled."

Further Reading: *Howe, Mark. Book. America's Constitution: A Biography.* New York: Random House, 2005. *Crane, Sam. Records, and John R. Hilling.* "A View of Direct Election: The 17th Amendment and Congressional Service Review" (December 1987): 868-893.

June 19, 1787  
Seven-Year Senate Terms?

**O**n June 19, 1787, the framers of the U.S. Constitution decided that the terms of senators should not be seven years. They also tentatively agreed that House members should serve two-year terms, that Congress should elect the president, that the president should serve for a term equal to that of senators and that the Senate should appoint Supreme Court justices. Obviously, the framers had a lot of work ahead of them over the following three months to shape the delicately balanced Constitution we know today.

Why seven-year terms for senators? Members of the existing Congress under the Articles of Confederation—an unamalgamated body—served one-year terms. In deciding to create a bicameral Congress to replace that troubled institution, the Constitution's framers recognized that the Senate, chosen by state legislatures, would be a smaller body than the popularly elected House. To avoid being unduly dominated by public opinion, or overwhelmed by the House's larger membership, senators would need the protection of longer terms.

The framers looked to the various state legislatures for models. Although the majority of states set one-year terms for both legislative bodies, several established longer terms for upper-house members. Delaware had three-year terms with one-third of its senators' nine members up for election each year. New York and Virginia gave senators seven-year terms. Only Maryland's aristocratic senate featured life-year terms.

making the legislative body the focus of the Constitutional Convention's Senate term debate. Framers either granted Maryland's long terms for checking the lower house's popular impulses, or feared them for the same reason. Some convention delegates believed that even the year U.S. Senate terms were too short to guarantee the ability to emerge from the House of Representatives.



The framers of the Constitution met in Philadelphia at the Independence Hall. Here, new laws or Independence Hall.

200  
NOTABLE DAYS  
SENATE STORIES • 1787 TO 2002

U.S. Senate

A collections of stories from the Senate archives captures the atmosphere and character of each decade in Senate history. The formal layout and use of traditional fonts compliments the historical content.



## U.S. Congress

This Congressional Committee Report was produced in record time due to the timely nature of the information. It was 600 pages long and included dozens of photographs of the disaster and response.

**Are Marines Trained to Jump?**  
 Story by Mike Kahn Jordan

It's a good Tuesday morning and the anticipation runs high as a young Marine prepares for his first parachute operation since completing basic jump school. His confidence is high, despite the fact 12 months have passed since his last jump. Having attended jump-refresher training on Sunday, he now is going through all the motions the morning of the jump. He attaches the jump brief, where the discussion centers on sustained airborne training, aircraft procedures, and parachute-landing falls. The Marine's anxiety builds as the jump draws near.

It's a typical Saturday morning in Oceanside, Calif., when my buddy swung by my apartment on his Kawasaki ZX7R. He wanted me to join him for a ride around town on our motorcycles.

I felt I was a bit rusty as I stumbled over the lines and started sliding with him. When he finally had convinced me to come along, I borrowed a pair of blue jeans and a long-sleeved T-shirt. On my way out the door, I grabbed my leather motorcycle boots, gloves and, of course, my helmet. However, I left my leather jacket behind. The morning California sun was warming things up quickly, and I knew if I was comfortable in an extra if I wore the jacket, besides, we still were going for a short ride.

My first mistake was to drive alone, as I pulled in the check lane and applied the blue flag. I guess I pulled too hard because, in the next instant, I felt my bike slip off. That's it on the back, sliding down the asphalt. "Oh no, I'm not wearing my leather jacket!" I thought. "This is going to hurt badly!"

After sliding to the normal like an instant, I came to a screeching stop and

Deep Into Trouble  
 Story by Anonymous Marine

I was a typical Saturday morning in Oceanside, Calif., when my buddy swung by my apartment on his Kawasaki ZX7R. He wanted me to join him for a ride around town on our motorcycles.

I felt I was a bit rusty as I stumbled over the lines and started sliding with him. When he finally had convinced me to come along, I borrowed a pair of blue jeans and a long-sleeved T-shirt. On my way out the door, I grabbed my leather motorcycle boots, gloves and, of course, my helmet. However, I left my leather jacket behind. The morning California sun was warming things up quickly, and I knew if I was comfortable in an extra if I wore the jacket, besides, we still were going for a short ride.

My first mistake was to drive alone, as I pulled in the check lane and applied the blue flag. I guess I pulled too hard because, in the next instant, I felt my bike slip off. That's it on the back, sliding down the asphalt. "Oh no, I'm not wearing my leather jacket!" I thought. "This is going to hurt badly!"

After sliding to the normal like an instant, I came to a screeching stop and

» Warrior Preservation  
 An Interview with the AGMC

» Are Marines Trained to Jump?

» Seeing Friendlies at Night

Marine Corps

Ground Warrior was redesigned in a more contemporary style to appeal to the target audience of young Marines in combat. It is the official Marine safety publication that promotes Marine Ground Force preservation and readiness. The magazine is now more vibrant and includes many articles of interest to encourage readership.



National Defense University  
*Joint Force Quarterly*

A serious and legible style was required for this magazine of technical, historical, and contemporary information. A consistent hierarchy of titles, captions and sidebars helps guide the reader through the issue, while photography and graphics add visual impact.





### U.S. Government Printing Office

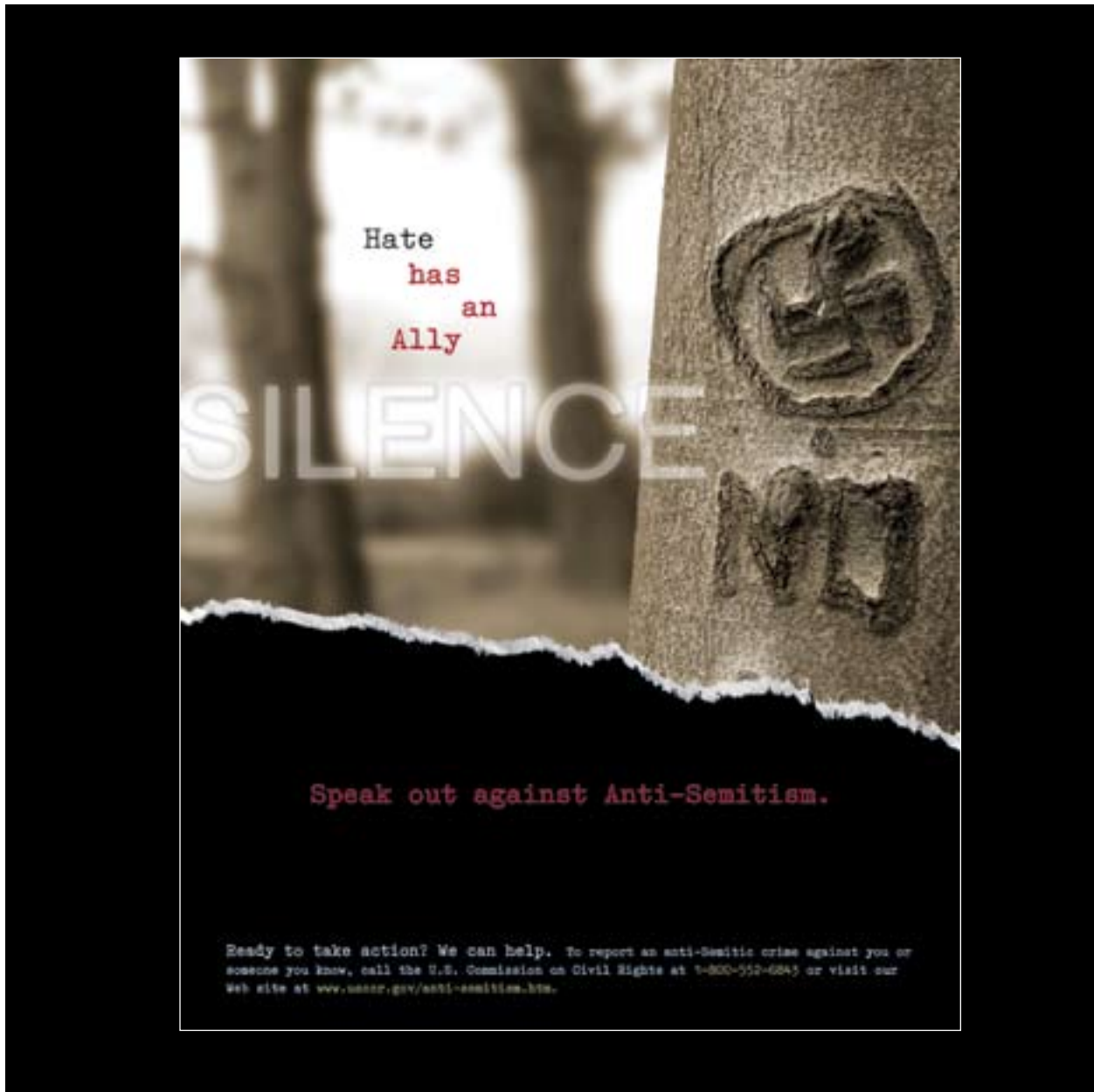
Typeline, GPO's quarterly newsletter features articles about employees, the changes as GPO moves into the future, and new technologies.





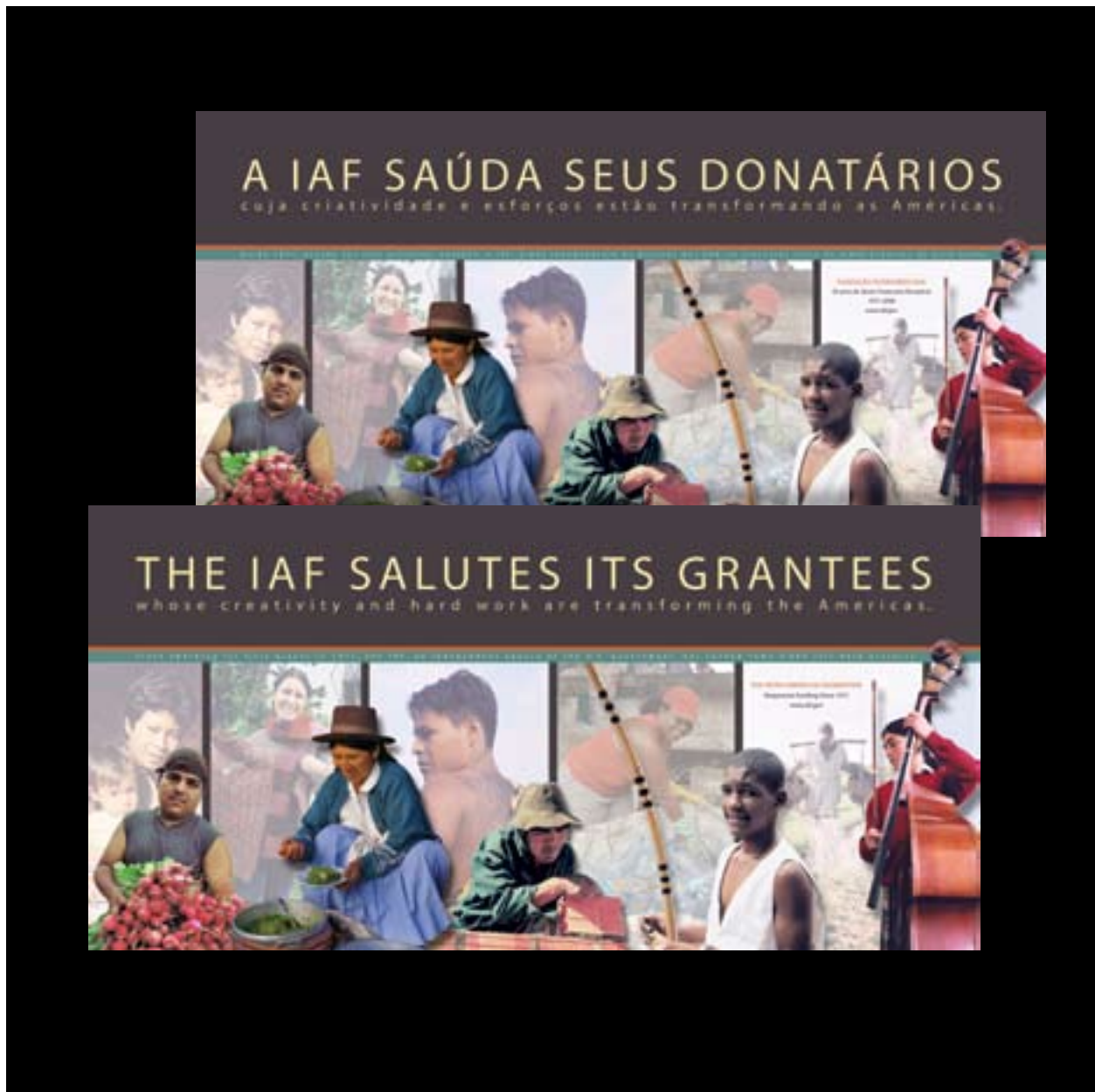
## Department of the Interior

This brochure opens to a poster format and illustrates the varied programs and resources offered by the agency. Background shapes reflects an underwater environment and helps to organize the collage of photos.



## U.S. Commission on Civil Rights

This original design forcefully communicates the idea that silence only promotes anti-Semitism.



## Inter-American Foundation

This poster was created to be used in the offices of participating members throughout South and Central America and the Caribbean. It features craftsman and their products which are featured in other IAF publications throughout the year. The posters were produced in English, Spanish and Portuguese.



## U.S. Government Printing Office

GPO distributed a poster inviting guests to celebrate the 4th of July and watch the fireworks from GPO's rooftop. Guests were given badges and directed through the building by signage containing the poster's images.



## U.S. Government Printing Office

Promotional materials for the new Creative Services space within GPO. The invitation was sent out to current customers to invite them in to explore the new space designed to incorporate the industrial facility and sleek new furnishings.





District of Columbia Government  
Department of Housing and Community Development

For this informational series on community benefits and rights, single images emphasize the subject of each brochure. The bright color palette and flowing shapes add a friendly tone without distracting from the serious content.



Working for America

# FEDERAL SERVICE

Is it for You?

WORKING FOR AMERICA

If you're starting a new career, consider the advantages of working in the many departments and agencies of the Federal government. Several features of government service make it gratifying for today's Federal worker.

You will find a family-friendly environment with great benefits. A career with much personal satisfaction.

Your decisions can affect the lives of individuals not only here in the US but all over the world.

### A Higher Purpose

Federal employees know the value of their work. Nine out of ten say they do important work for the Federal government. For many, Federal employment fulfills a calling to serve their country. From defending the United States from foreign enemies to ensuring the safety of its food and medicines, Federal employees dedicate themselves daily to preserving and improving every American life. In many instances the results of this work have far-reaching effects around the world, as well as in our own backyard.

### A Rewarding Job

Personal fulfillment is inherent in many Federal jobs. Most Federal workers say they believe their work is of high quality and results a sense of personal accomplishment. Most government agencies offer wide-ranging assignment opportunities all over the country and the world that enable dynamic and personally rewarding careers. Many agencies also offer career training opportunities such as leadership development at many levels and tuition assistance for education programs. Federal employees get to collaborate with individuals from all walks of life.

### A World of Family Values

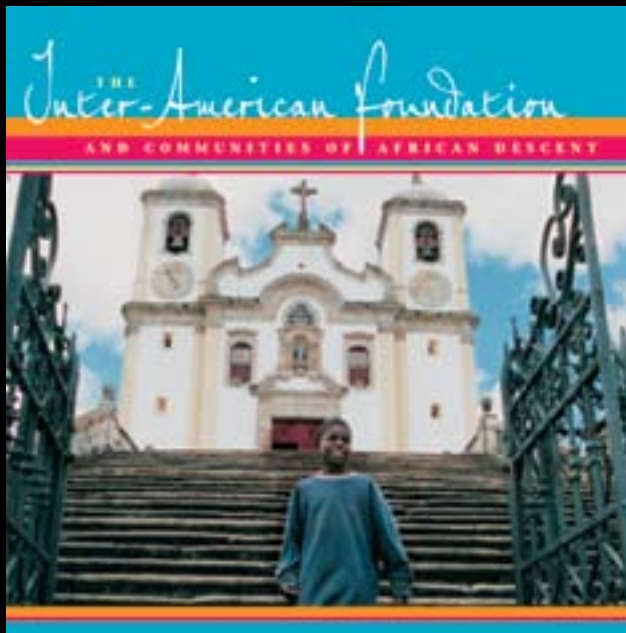
Government service is family-friendly. Most Federal employees believe their supervisors support the need to balance work and family responsibilities. Most also generous paid vacation and sick leave benefits that facilitate quality family time and support during family crises as the most satisfactory of the government's many benefits. Competitive health benefits and multiple health insurance options ensure quality health care for all Federal employees and their families. A competitive government-wide life insurance plan, government family support in case of calamity. Many government agencies offer family-friendly options like day care and flexible work schedules, including the ability to work from home.

### Competitive Benefits

Government service is financially as well as personally rewarding. Nine out of ten believe government salaries are more competitive than ever before with comparable private sector positions. Recent independent research reveals that most government workers' satisfaction with their basic pay exceeds that of their private sector counterparts. Performance incentives and fast-track promotion options ensure compensation for exceptional performers. Generous pension plans and a government-wide 401(k) retirement program support sustainable retirement for every Federal worker.

## U.S. Government Printing Office

This brochure was created to promote careers in Government service. The contemporary business and patriotic themes emphasize the dynamic assignments and the personally rewarding careers available to those who also serve the country.



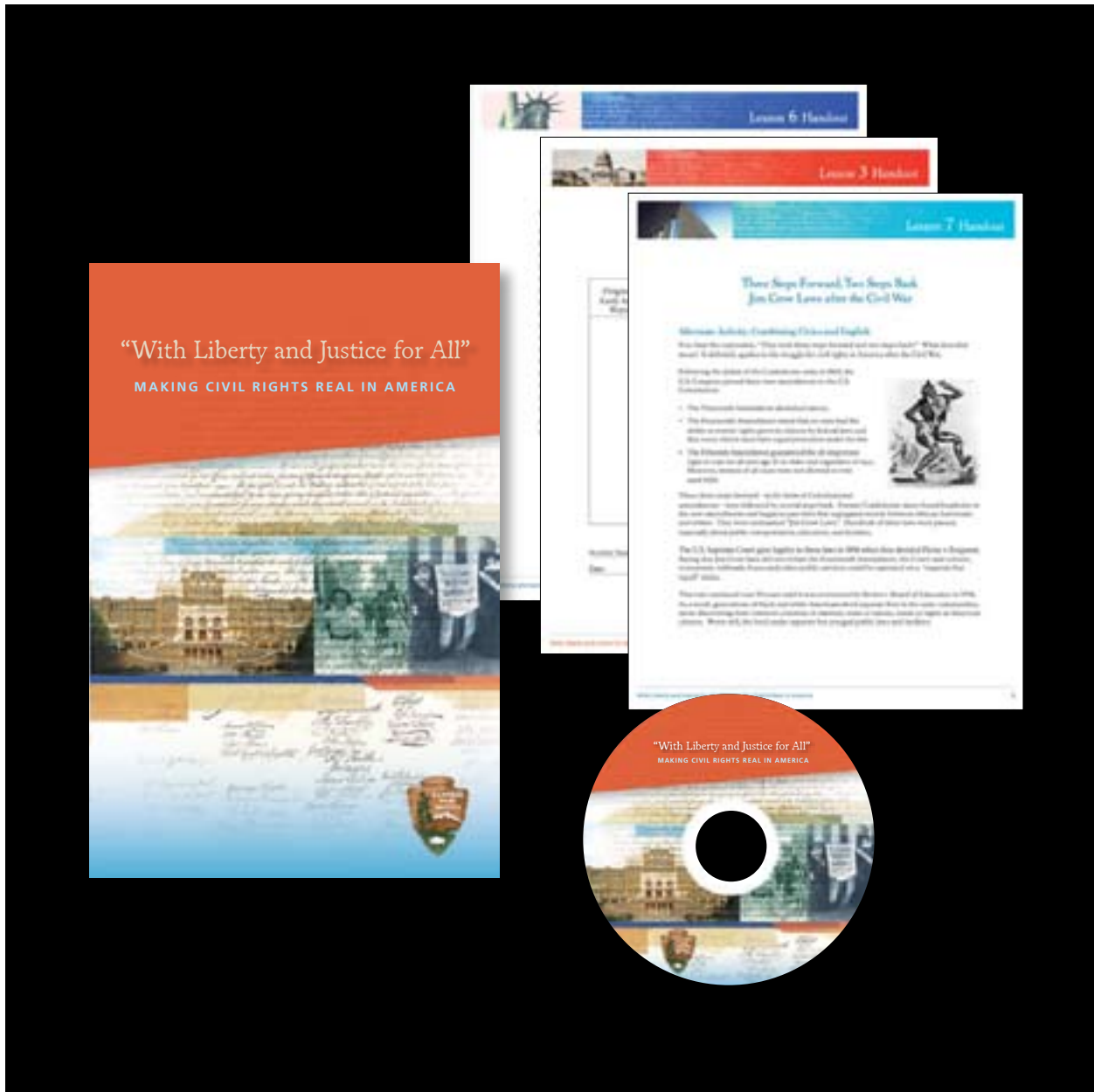
## The Inter-American Foundation

Bright colors, bold shapes, and friendly images reflect Latin America and the Caribbean in this brochure. An informal headline font captures the light and friendly nature of the sponsored regions.



## VA National Center for Posttraumatic Stress Disorder

Brochures designed specifically for women veterans in need of health care including those who have become homeless or suffer from posttraumatic stress. The mailings were accompanied by a letterhead and business card designed using the same graphic elements.



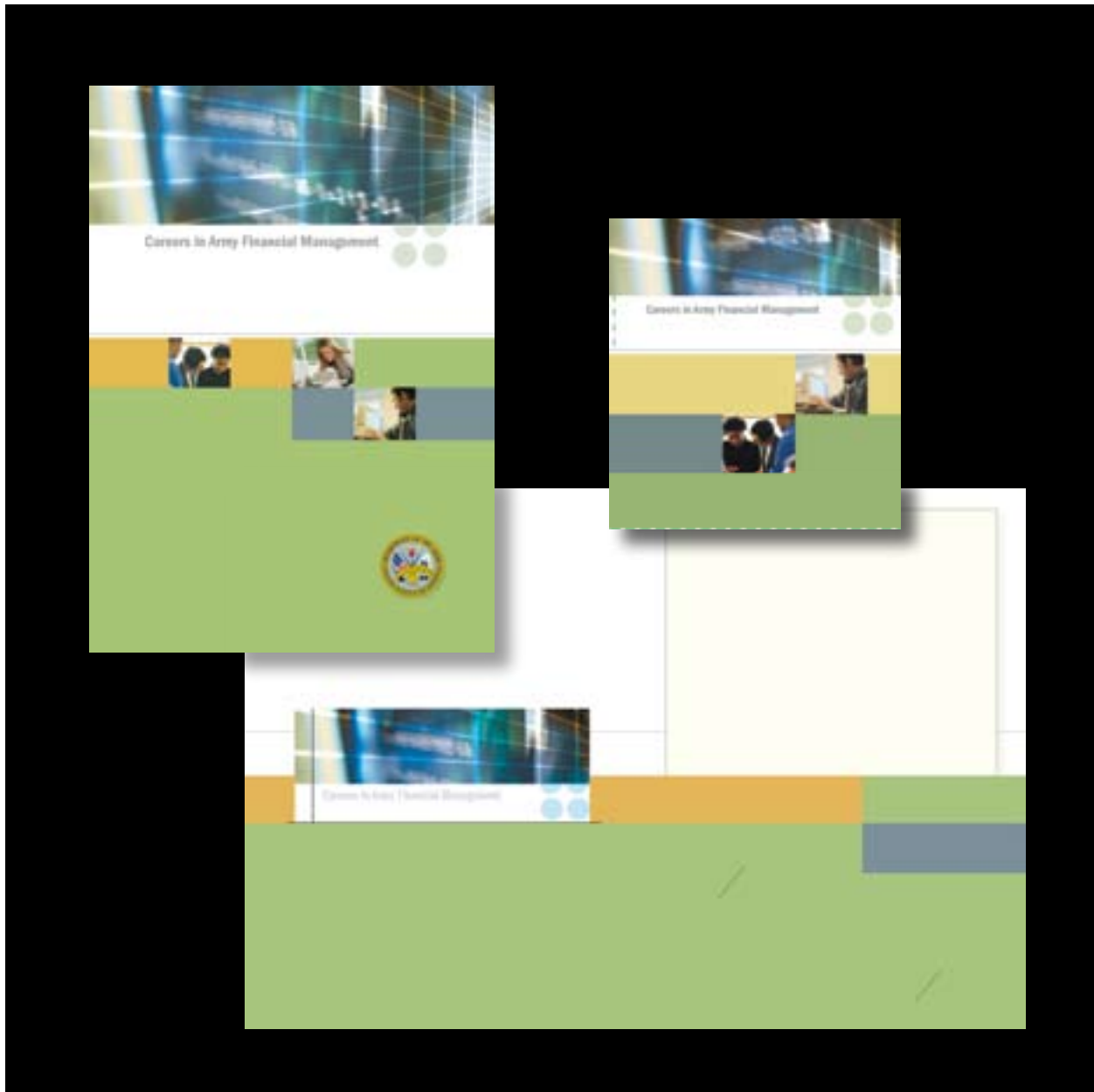
## National Park Service

This educational curriculum package, "With Liberty and Justice for All: Making Civil Rights Real in America," was created for a National Historic Park. It includes a CD containing lesson plan materials, 30 lesson plans, and a guide.



## Presidential Inauguration 2005

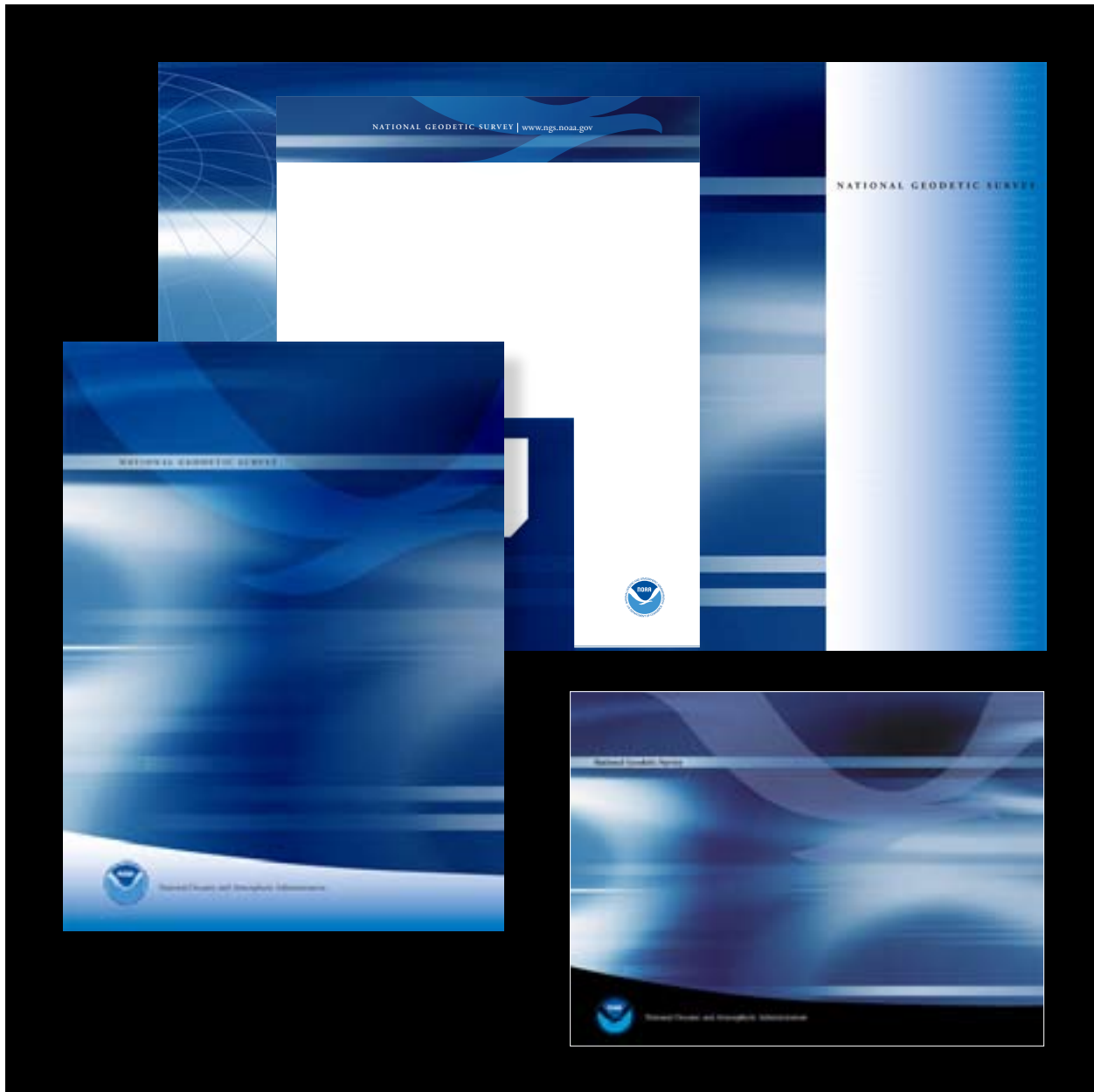
Color-coded classically designed tickets, elegant type, sophisticated paper and elaborate embossing styles are appropriate for the materials developed for this historical event. Within the ticket design are hidden security features that do not interfere with the design.



## United States Army Comptroller Proponency Office

Using color as the main focus and the images as accents, this folder and CD package promotes career potential within the financial management profession. Graphic blocks of color accent the images and information materials enclosed.





## National Geodetic Survey

Imagery from the agency logo is woven into the background graphics adding to the atmospheric feel and establishing a standard look and feel for all print and web products.



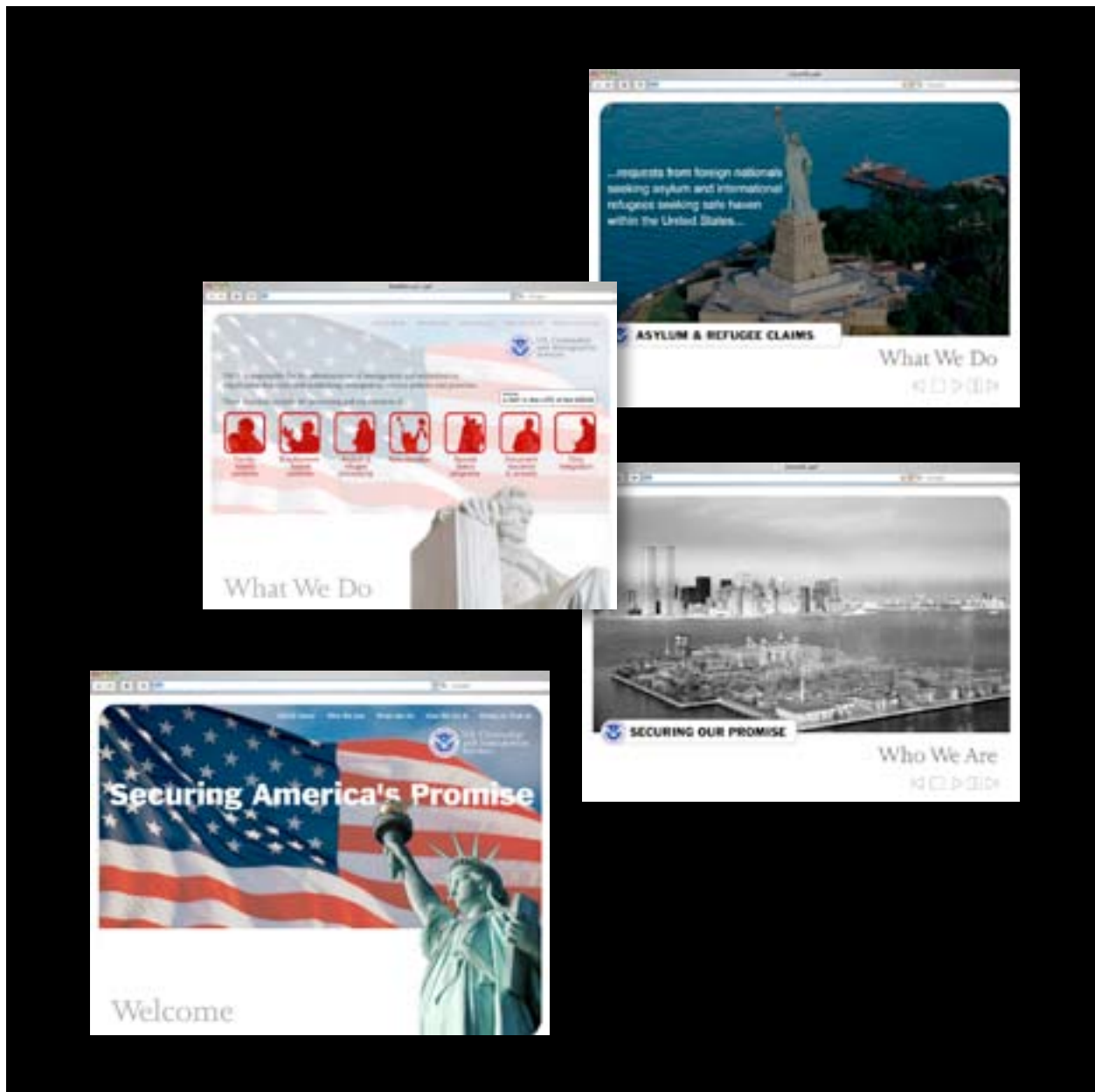
## U.S. Department of Commerce International Trade Administration

This newsletter contains the current trade information and is distributed online for expediency and convenience.



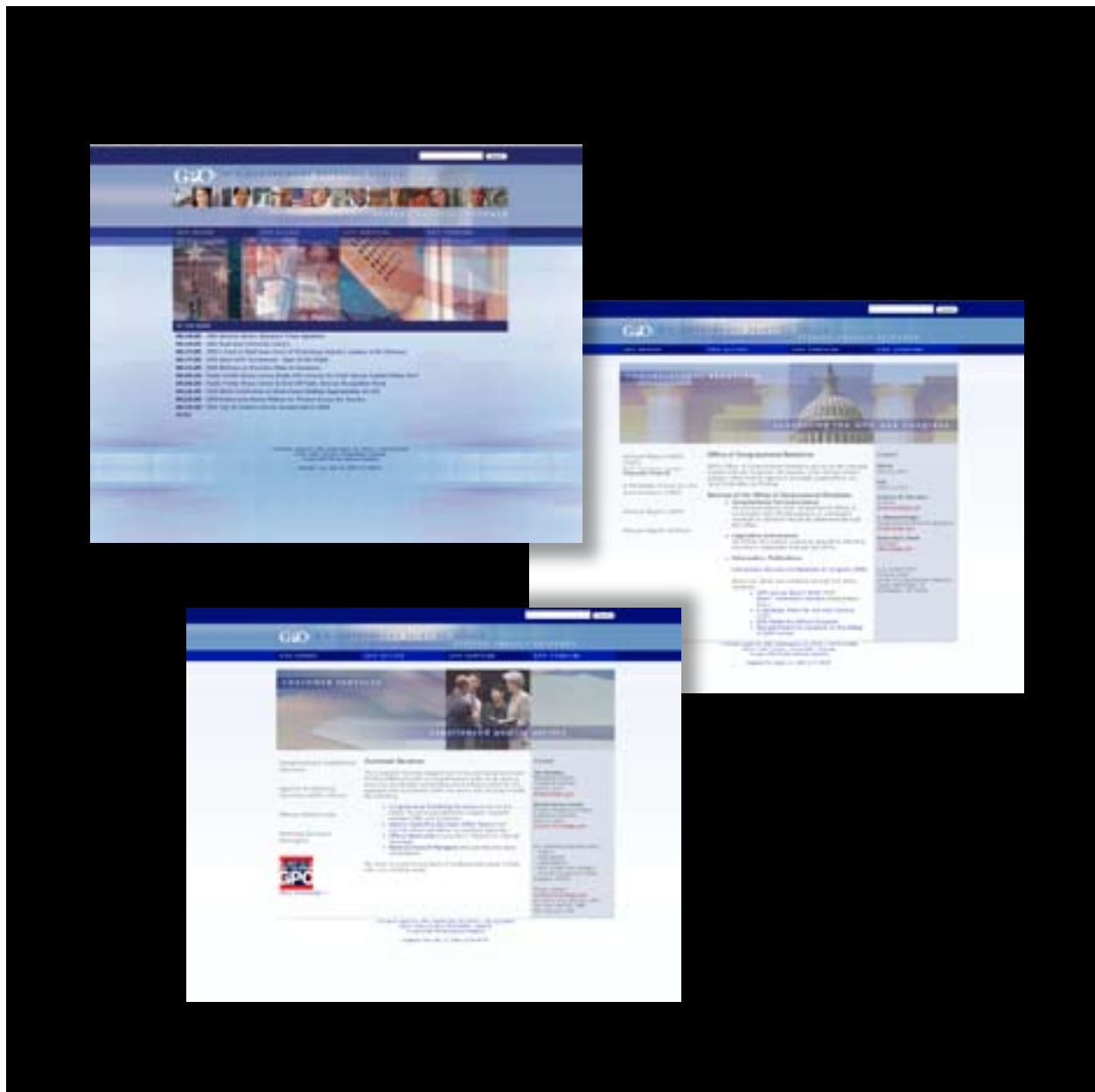
## Office of Compliance

A bold, graphic style is used in the design of the department seal. The established colors and wave elements are used in both print and web products. Font and color unify the identity, creating a consistent look.



## U.S. Citizenship and Immigration Services

This is an interactive CD containing video, narration and information about the U.S. Citizenship and Immigration Services. This 5 part CD contains information about the history of the agency, what the agency is today, what the agency does, how the process works and where to find agency offices.



## United States Government Printing Office

The GPO web site was designed for usability and information purposes without sacrificing the look and feel of the GPO identity. Images, content and color reflected printed materials, emphasizing four key areas GPO Inside, GPO Access, GPO Services and GPO Vendors.



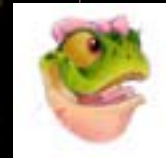
### Sample Security Images

Through specialized software and highly skilled designers, illustrations and patterns can become security graphics used to help prevent fraud and forgery.





MR. HAMMERKOP



LILLY



CJ



## United States Army Community and Family Support Center

This multimedia story, complete with games, is a tool to help military families cope with emotional stress during times of deployment. All concepts, script writing, character development, illustration, animation, sound, and CD packaging were produced in-house.